



NEWS RELEASE

COUNCIL PRESIDENT SCOTT PETERS

First District

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For Immediate Release

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Mayor and Council President Celebrate Bird Rock Improvements

SAN DIEGO -- On June 20, Join Mayor Jerry Sanders, Council President Scott Peters and members of the Bird Rock community joined together for a groundbreaking ceremony to mark the next phase of a major community improvement project in Bird Rock.

The ongoing street improvement project along La Jolla Boulevard and in the neighboring streets will continue to help calm traffic and make the neighborhood safer and more pedestrian-friendly. The project includes landscaped medians, small traffic circles and street and sewer repairs and upgrades.

Council President Peters anticipated the many benefits the improvement project will bring. "As a La Jollan, I love to visit the shops and restaurants along La Jolla Boulevard with my family. I am excited about visiting once this project is complete, and enjoying a more walkable and pedestrian-friendly community."

This phase of construction will take 100 working days, and be complete by November. The final phase of the project begins in August and spans 190 working days, with a two-week moratorium for the winter holidays.

Work on the Bird Rock Traffic Calming Plan began in 2001 and was developed with extensive community input, including assistance from dedicated community volunteers on the Bird Rock Traffic Task Force. The Bird Rock design developed by Walkable Communities, Inc. has been recognized by other communities within San Diego County including Encinitas and Rancho Santa Fe and other cities such as Boulder, Colorado and Santa Barbara, California.

The project is partially funded by a \$2 million state grant, along with Council-dedicated community improvement funds. Continuing maintenance is funded by a community-approved assessment.

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